



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 2421 Crises Management and Communication

Program

Master of Science in Marketing (Organizational Communication)

Responsible for the course

Peggy Simcic Brønn

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

According to some authors 'An issue ignored is a crisis ensured'. This course combines the study of issues management and crisis management with communication majors in mind. Both processes are focused on improving stakeholder management and enabling the organization to be more ethically responsive to stakeholders' expectations. To be effective, issues and crisis management must have as their ultimate objective an increase in the organization's social responsiveness to its stakeholders. Students will develop the ability to help their organizations be proactive and, perhaps not avoid crises, then at least anticipate and prepare for them. Key concepts in the course are the stakeholder approach and being proactive.

Objective

The objective of the course is for students to be comfortable with the theory behind issues management and crisis, risk and communication management and to be able to apply it to developing proactive programs for their organizations.

Prerequisites

Must have completed first-year courses in Master's specialization Organizational Communication.

Compulsory literature

Heath, R. 1997. *Strategic Issues Management*. Thousand Oaks, Calif.: Sage.
Harvard Business Review on Crisis Management 2000. Harvard Business School Press.

Compendium of articles.

Recommended literature

Coombs, W. Timothy. 1999. *Ongoing crisis communication*. Thousand Oaks, Calif.: Sage.
Regester, M. and J. Larkin. 1997. *Risk issues and crisis management*. Kogan Page.
Choo, Chun Wei. 1998. *The knowing organization*. New York: Oxford University Press.

Course outline

Issues management as a discipline
Planning for the unexpected
Strategic planning and issues management
Corporate responsibility
Special interest groups
Issues communication
Restrains on issues communication
Risk management versus crisis management
IM and crisis communication
IM and risk communication

Computer-based tools

Blackboard and powerpoint

Course structure

36 hours based on lectures supplemented with cases that the students will be required to comment on at each class meeting.

Evaluation

Project to be done in groups of up to 3 students: 70%, presentation of a case: 20%, class participation: 10% (including a peer review).

Evaluation code(s)

GRA 24211 - Project, presentation of case and class participation accounts for 100% of the final grade in the course GRA 2421.

Aids at the examination

Powerpoint and other electronic tools.

Makeup exam

At next ordinary exam